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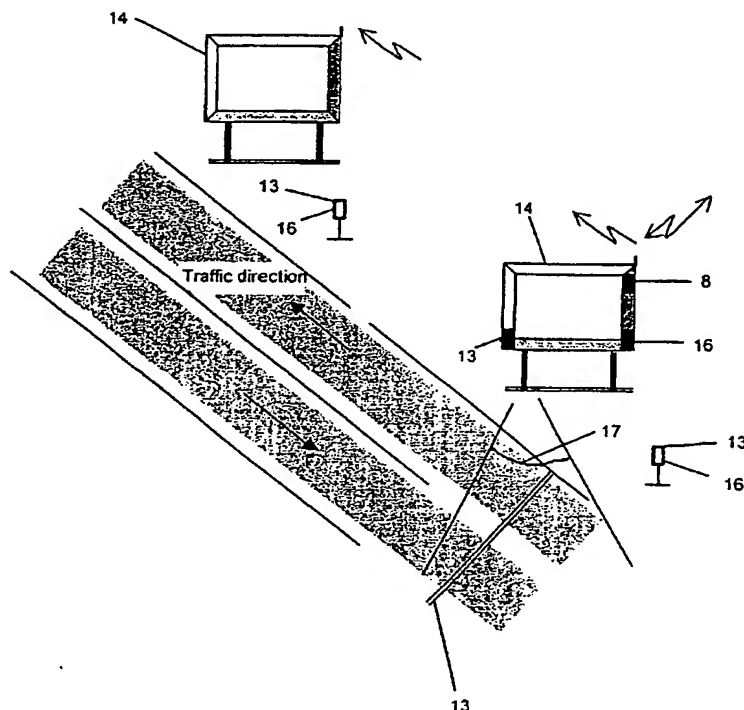
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(54) Title: AN INTELLIGENT AND TIME VARYING OUT OF HOME INFORMATION OR ADVERTISING SYSTEM



(57) Abstract: An integrated advertising or messaging system that may target various socio-economic groups, as a function of time, weekday, traffic conditions and weather is provided. The system may offer real time interactions with receivers, to provide additional information or the ordering of goods or services. The concept yields optimising and cost effective solutions to the communication between transmitter (advertiser) and receiver (consumer).

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